

Message Text

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PAGE 01 STATE 028040
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INFO OCT-01 ARA-14 ISO-00 EB-08 /023 R

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COM/BED/OIM/EM/EOLSEN, AD
COM/BED/OIM/CGENDREAU
COM/BED/OIM/NBASSETT
STATE/ARA/ECP/WSKOK

-----010387 030439Z /62

R 021731Z PEB 78
FM SECSTATE WASHDC
TO AMEMBASSY CARACAS

UNCLAS STATE 028040

E.O. 11652:N/A

TAGS: BEXP, VE

SUBJECT:MARKET RESEARCH

REF: (A) CARACAS 12259 (B) STATE 303917

1. USDOC HAS REVIEWED REFTEL TAKING INTO CONSIDERATION EM-BASSY RECOMMENDATIONS, USDOC REQUIREMENTS FOR TWO ALTERNATE THEMES FOR FY 79, FY 80 SUGGESTED EXHIBITION SCHEDULE AND NEED TO HAVE TWO ALTERNATE THEMES FOR FY 80.

2. PROPOSED THEMES AND DATES FOR FY 80 ARE POLLUTION CONTROL EQUIPMENT, DECEMBER 1979, FOOD PROCESSING AND PACKAGING MAY 1980 AND TEXTILE ;ACHINERY OCTOBER 1980. POST SHOULD BEAR IN MIND THAT THEMES AND ESPECIALLY DATES HAVE NOT GONE FORWARD FOR FY 80 AND ARE ONLY PRELIMINARY TO PROCESS OF ESTABLISHING FY 80 EVENT PROGRAM AND OBTAINING CLEARANCE WITH OTHER CMM SCHEDULES. MEANWHILE, COMMENTS ON PROPOSED EXHIBITION THEMES WELCOME.

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3. IN VIEW OF ABOVE, ALTERNATE THEMES FOR FY 79 ARE LABORATORY INSTRUMENTS AND FOOD PROCESSING AND PACKAGING. SINCE USDOC ALSO ASSUMES FY 79 EXHIBIT SCHEDULE RELATIVELY FIRM AND THAT WE ARE NOT LIKELY TO LOSE A SCHEDULED THEME, FOOD PROCESSING AND PACKAGING RESEARCH WOULD BE USED FOR FY 80 EVENT. IN ANY CASE RESEARCH MUST BE SECURED FOR ALTERNATES.

4. ALTERNATES FOR FY 80 ARE EDUCATIONAL SYSTEMS AND AUDIO VISUAL AIDS, AND SECURITY AND SAFETY EQUIPMENT. WE WOULD OF COURSE ALSO HAVE GLOBAL RESEARCH ON PROCESS CONTROL WHICH COULD BE COMBINED WITH LABORATORY INSTRUMENTS (FROM FY 79 ALTERNATE).

5. COMMENTS BELOW ARE KEYED TO REFTEL. 1A. LABORATORY INSTRUMENTATION. REQUIRED AS ALTERNATE RESEARCH FOR FY 79 AND USE FOR FY 80 AS ALTERNATE WITH PROCESS CONTROL GLOBAL. MARKET RESEARCH DUE DECEMBER 1978. 1B. AGRICULTURAL EQUIPMENT. FY 79 SCHEDULED EVENT. RESEARCH DUE JULY 1978. BRA DUE OUT FEBRUARY. FULL CONTRACT STUDY REQUIRED. 1C. TEXTILE MACHINERY. TENTATIVE FY 80 EVENT. RESEARCH WOULD BE DUE OCTOBER 79. 1D. CHEMICAL/PETROCHEMICAL RESEARCH: IN-HOUSE UPDATE OF DECEMBER 76 RESEARCH NOT REQUIRED IN VIEW DELAY IN VENEZUELA'S PETROCHEMICAL PLANS. SUGGEST THIS BE SCHEDULED IN FY 79 CCP. THIS CAN BE REPLACED IN FY 78 CCP BY IN-HOUSE PETROLEUM REFINERY RESEARCH TO SUPPLEMENT CONTRACT RESEARCH REQUESTED FOR APRIL. BID SUMMARY WAS DUE DECEMBER 12, 1977. 1E. POLLUTION CONTROL EQUIPMENT. TENTATIVE FY 80 EVENT. RESEARCH WOULD BE DUE DECEMBER 1978. IF POST WISHES TO DO IN-HOUSE STUDY IN ADVANCE OF CONTRACT RESEARCH ADVISE AND SPECIFICATIONS WILL BE SENT. 1F. CONSTRUCTION/MINING EQUIPMENT. BRA AT POST. RESEARCH DUE BY MAY BID SUMMARY WAS DUE JAN. 9, 1978. CONTRACTING DELAYS SHOULD UNCLASSIFIED

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NOT DELAY RECEIPT OF COMPLETED STUDY PAST JUNE 15, 1978.

6. GLOBAL MARKET RESEARCH: PROCESS CONTROL COMPLETE, EXCEPT FOR GAP ANALYSIS. FOOD PROCESSING AND PACKAGING MARKET RESEARCH REQUIRED BY SEPTEMBER 1978, METALWORKING, TO BE SCHEDULED. BUSINESS EQUIPMENT, NOVEMBER 1976 MARKET RESEARCH WILL NOT BE USED FOR GLOBAL. NEW RESEARCH WILL BE REQUESTED SOMETIME IN 1979 AS RESEARCH HAS SHELF LIFE OF 18 MONTHS TO TWO YEARS. NOTE: GLOBALS ARE ISSUED IN LOOSE LEAF FORM AND NEW COUNTRIES ARE ADDED AND COUNTRY UPDATES ARE ISSUED. NOTE: FOOD PROCESSING AND PACKAGING MARKET RESEARCH REQUIRED BY SEPTEMBER 1978 BRA TO BE SENT BY MAY 1978.

7. USDOC CONSIDERATION OF CHANGE IN SPECIFICATIONS TO GIVE LESS ATTENTION TO PRODUCT STATISTICS WERE DISCUSSED AT SOME LENGTH IN STATE 303917, PARAGRAPH 9. EXHIBITORS CONTINUE TO EXPECT PRODUCT ORIENTED RESEARCH BACKED UP BY PROJECT INFORMATION WHICH GIVES THE LONG TERM OUTLOOK. USDOC AGREES THAT ONLY A BRIEF LISTING OF NATIONAL PRODUCTION MIGHT HIGHLIGHT ANCOM ASSIGNMENTS AND INDICATE ANY

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Message Attributes

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